UTAH DEPARTMENT OF TRANSPORTATION

INTERNET PUBLISHING GUIDELINES

March 2001

UDOT Internet Publishing Guidelines

Introduction

Since the origin of a UDOT presence on the Internet there have been many changes in technology and the information that needs to be presented to the public. To maintain consistency throughout the UDOT website, a reasonable set of standards and guidelines needs to be in place to allow a customer to enter the website and use a common set of navigation conventions. This document proposes publishing guidelines for the UDOT website. All units within UDOT are expected to follow the standards in this document.

The State of Utah through the Information Technology Policy and Strategy Committee (ITPSC) has established State of Utah Web Standards that will be followed in this documentation along with the standards to meet departmental needs at UDOT.

Contact UDOT Webmaster for a copy of
Internet Applications Standards and Guidelines

UDOT Internet Publishing Guidelines

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SECTION 1 - UDOT WEBSITE MISSION

The UDOT website consists of pages containing information relevant to the organization and its mission.

The mission of the DOT website is to:

- Provide a secure facility for web-based applications and content.
- Promote communication and provide information to the public and UDOT employees.
- Include contributions from all divisions.
- Improve the working environment by increasing access to and availability of information and services.
- Support a clearly defined set of standards that include content, application development, and web design.

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SECTION 2 – Standards Review

Responsibilities

UDOT Webmaster
The UDOT Webmaster will be responsible to conduct a monthly review of the UDOT website for compliance with the standards in this document.

Lead Developer
It is expected that there will be a lead developer in each UDOT unit that is publishing to the UDOT website. The lead developer in each unit will be responsible for an initial review prior to publishing and a monthly review of all documents published by his or her developers.

The review by each lead developer will include:
- Accuracy
- Spelling and grammatical errors
- Current information
- Personal information
- Broken links
- Page loading time
- Adherence to all standards in this document

All out of date and personal or inappropriate information will be deleted. All broken links will be repaired or removed.

Quality

Although it is difficult to measure the quality of web pages due to the enormous differences in user behavior and preferences, some standards of quality are universal.

- Make sure all links work
- Keep the information current and accurate
- Make sure the graphics and text are easy-to-read
- Do not use HTML tags that are proprietary
- Acronyms must be used sparingly and never as a first reference
- Keep the web page uncluttered to make information easier to manage and update
- Respond to comments from users (refer to Section 3, Sub-section 'Forms')

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SECTION 3 – Content Standards

Accuracy

Complete accuracy of web publishing is important. Both the content and its presentation will affect how the public perceives UDOT.

The public will make decisions based on the information (proposed regulations, environmental data, policy guidelines, contacts, standards, etc.) that they will find on the website. Before submitting any document it must be checked by the lead developer for adherence to standards (See Section 2 - Standards Review).

Verify that the contents will be viewable both in Netscape 4.x and Internet Explorer 4.x. The page and its information must be legible in 800x600 resolution.

Timeliness

Documentation must be current and up to date. Don't leave information on the website after it has expired or changed. Take the time to update documentation in order to keep its content current. The timeliness standard will be six months for comparison. Exceptions will be permitted if necessary.

The lead developer will be responsible to review the timeliness of documents published by his or her developers (See Section 2 - Standards Review).

Personal Information

UDOT's Website is an essential part of our customer service to the public. In developing our relationship with the public, it makes good business sense to tell them who we are. In some instances, this includes personal information that is relevant to UDOT. This document clarifies the standards that UDOT has established for that information.

A personal biography page is only appropriate for senior leaders or commissioners of UDOT and only if the individual has approved publishing of the information. Personal information could include the person's job experience, their time involved with UDOT, email address and photos. If a personal email address is required as a mechanism for people to get messages to senior leaders or commissioners, the personal email address should only be posted at the request of the senior leader or commissioner.

Activities that are not related to UDOT should not be posted. This includes personal ventures, links to personal websites to personal activities, and personal email addresses.

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Personal images and information that does not deal with senior management or the commissioners should not be put on UDOT's external web site (www.dot.state.ut.us), but may be placed on our internal web after following an authorization process.

The lead developer or the UDOT Webmaster will be responsible to review documents published by his or her developers (See Section 2 - Standards Review).

File Formats

It is UDOT's goal to transition to a minimum number of publishing formats to reduce the impact on server space and to set a standard for the entire Department. The on-line content publishing standard for the web will be in the HTML format (Hypertext Mark-up Language). Additional documentation available for viewing and downloading will be in the Adobe PDF format.

We are striving to conform our web publishing tools to work in conjunction with our customers existing programs. In the standardization of formats for the web it needs to be understood that pre-existing documentation has been produced in other formats. It would be a monumental effort to change them to a different format. To help meet the needs of the developers and our clients, documentation that has been previously published can remain as is until the time that documentation needs to be changed or modified. At that time it would be necessary to change the document to the new UDOT standard of Adobe PDF or HTML files.

With the Internet changing and technology improving there might be formats or technology that will need to be added or deleted. Please check with the Web Steering Committee for approval of any new technology.

Graphics

Graphics help develop the look and feel of any web site. Professional looking images enhance the site. Standards should fall into gif and jpeg images. The bigger the image the longer it will take to download. Images have been designed for UDOT pages to maintain uniformity. The location of the library containing UDOT templates can be obtained by contacting the UDOT Webmaster.

- Use graphics critical to information content
- Use JPEGs (Joint Photographic Experts Group) for photographs
- Make sure the graphics and accompanying text match the kinds of activities you want users to do with them
- Don't use images from other web sites unless you are certain that you are not violating any copyrights
- All images should be optimized
- Include the ALT, WIDTH and HEIGHT attribute in image tags

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- Make sure that all pictures are easily distinguished from each other and include short, descriptive text labels
- Use thumbnail images as links to larger images so users can decide if they want to view the larger image
- Include file size to help users determine if the image will be worth the loading time

Animation

Animation may be used when it is consistent with the UDOT Internet Publishing Guidelines and is coordinated through or with the lead developer and approved by the Web Standards Team.

Plug-ins

There are times when web development tools may require an additional application to be downloaded to the customer's PC. Generally these applications are known as plug-ins. Plug-ins should be used with discretion and if possible two separate pages (one that requires the plug-in and one that does not) should be developed so the customers can have the option of which page to use.

Loading Time

Users have been trained to believe that if their browsers do not load a web page within 10 seconds there is problem. They will then try to reload the web page. If the web page still does not load they will move on to another web page. With 5 million web pages on the Internet it will be very important to have the UDOT web pages load as quickly as possible.

The following table shows the maximum allowable page size in order to achieve desired response times for various connection speeds. The numbers assume 0.5 s latency which is faster than most Web connections these days, so for many realistic purposes, page sizes really need to be even smaller than indicated in the table.

	1 second response time	10 second response time
MODEM	2 K	34 K
ISDN	8 K	150 K
T-1	100 K	2 M

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Note: The 1 second response time limit is required for users to feel that they are moving freely through the information space. Staying below the 10 second limit is required for users to keep their attention on the task.

The concept of "page size" is defined as the sum of the file sizes for all the elements that makes up a page, including the defining HTML file as well as all embedded objects (e.g., image files with GIF and JPG pictures). It is sometimes possible to get away with page designs that have larger page sizes as long as the HTML file is small and is coded to reduce the browser's rendering time.

Although using multiple tools will give different download speeds and those speeds will vary with actual download we will base our speed using FrontPage. The time should be 40 seconds using a download speed of a 28.8 modem.

Scripting

CGI, Perl, ASP, JavaScript, DHTML, XML and any other programs that might need to be placed on the web are required to have the approval and assistance of the Web Steering Committee. This is to ensure that the application will run correctly on the server and not cause a security breech.

Downloading

Files available for download must be created in the approved publishing formats defined in Section 3, Sub-section 'File Formats'. These files should then be compressed using a zip format to facilitate faster transfer to the customer.

Forms

Request for Help or Assistance Form
To Provide Feedback or Comments Form

Include an email link (mailto:username@dot.state.ut.us) in each page footer to a contact, usually the lead developer, for that area. This email link is the main method to request help or assistance or to provide feedback or comments to an area. If you receive an email that needs to be directed elsewhere, forward to the appropriate person and notify the sender so that further communication will be not be directed to you. If you do not know where to forward the email, respond to the recipient and inform them that you cannot help them.

Include a link to a "Contact Us" page as desired. The "Contact Us" page, when used, formatted as in the below example includes the employee's name, position, email address, phone number (optional), and FAX number for as a minimum the lead

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developer, the area leader, and key points of contact. Identify the lead developer with a double asterisk (**). Consider including information for additional personnel within that area for as many contacts as necessary so that users can request assistance or information for that particular area. Do not include any personal information as detailed elsewhere in these Web Standards. When a direct phone number to an individual is not used include a central phone for a secretary or reception desk. Indicate the use of this phone number as detailed in the below table.

To facilitate user requests for help, include the combined Department and area footer on all pages. Exceptions can be made when specific page content is being presented for easy display and printing without headers or footers. Keep the non-use of headers/footers to a minimum.

Recommended format for "Contact Us" table
In FrontPage, set "Cell Padding" to 5, "Cell Spacing" to 2 and "Border Size" to 10.

If technical problems occur with any UDOT "area name goes here" page or if web related assistance is needed contact the Lead Developer (**). For all other assistance requests contact one of the other employees listed below. A phone number followed by an asterisk (*) is a central or reception desk phone number.			
FAX number for all "Area name" personnel is (801) 965-4321.			
NAME	**POSITION**	**INTERNET EMAIL ADDRESS**	**PHONE (801)**
Employee 1			
Employee 2			965-1234*
Employee 3	Title (Lead Developer)	employeename@dot.state.ut.us	Phone number
Employee 4			

Survey Form

Use the survey form, for a limited time frame not to exceed six months, to solicit specific information from the user with respect to a project, conference, meeting, or other specific information. Identify this form as a Survey so users are aware of the use of the form.

Set the cells for the submitter's full name, email address, and company name as optional fields, but recommend that the information be included so that the contact person can respond to comments and requests. Provide a Confirmation page so the submitter sees a recap of the submitted information. Have the submitted data sent to a text file and by email to the person requesting the survey.

Use forms to provide or request specific information to include pre-qualification data, project information set forth in a manual of instruction, or any general data that employees need to complete job related tasks. Downloadable forms should be in a word

processing or spreadsheet format that meets the needs of the user and complies with the Format Standard set forth elsewhere in these Web Standards. Adobe pdf formatted forms should be used whenever possible. Custom design forms in FrontPage to facilitate on-line completion and submission.

ADA Compliance

UDOT will follow the State of Utah Accessibility Standards as much as is reasonably possible.

Accessibility: The Web poses challenges and obstacles for users with disabilities. In order to ensure equal access to electronic information the State of Utah has established standards to guarantee accessibility to users with visual, physical or developmental disabilities.

Accessibility Standard: Utilize the latest version of the World Wide Web Consortium Web Content Accessibility Guidelines at http://www.w3.org/TR/WAI-WEBCONTENT/. The W3C standard includes three priorities. All UDOT web pages must adhere to Priority 1 checkpoints.

Access Instructions: Each State of Utah Web site will have a link to a page entitled: "Access Instructions for Users with Disabilities." This page will include special instructions for accessing Web pages including a phone number to contact for more information.

Graphic Images: All graphic images used on the site should have an "alt" tag and a short description of the graphic image that is intuitive to the user. Images used as navigation elements will include any necessary text and directions to make the use of the image easily intuitive.

Image Maps: For every graphic image that uses an image map, alternative text of the hyperlink will be provided.

Photographs: Photographs that contribute to the content of a page will include a long description or a "D" to denote an alternative description.

Vague References: Avoid the use of vague references such as "click," "here," "link," "this."

Online Forms: An alternative form of access for online forms, such as email address or phone number will be provided.

Frames: The use of frames should be avoided

Tables: Tables will include textual information displayed in a linear form across the table, and cells will be named to aid as a reference.

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SECTION 4 - SITE DEVELOPMENT

Navigation and Organization

An important goal for the UDOT website is to offer every visitor convenient access to the entire distributed collection of information, regardless of the point of entry from the web. Achieving this goal requires that each page must be recognizable as part of the UDOT website. This goal will be met by including mandatory navigation features on all pages and providing templates to developers (see Page Layout for navigation setup.)

Visitors may arrive to the website through the Home Page, searches, or bookmarks. The website needs to provide enough information for the user to understand the purpose and source of the page, for whom the page is intended, how to find related information and how to return to the Home page.

Region Pages – Organization and Uniformity

To ensure ease of access for our visitors, all regions must maintain a consistent appearance. The Webmaster and the lead developers from all 4 regions will be responsible to develop a standard "Region Template" to be used by all regions. It will be kept in the common template library maintained by the UDOT Webmaster.

Navigation Templates

The following templates will be available in a common library maintained by the UDOT Webmaster. Using the templates from the Webmaster will maintain the approved navigation standard. The Webmaster will delete pages not using the standard template. Examples of the following current templates can be found in Appendix A.

Global Header
The global navigation bar identifies the page as UDOT's and includes major navigational links. This graphic is required on all pages as a banner and will allow the user to easily navigate the website. Templates will be available from the Webmaster to maintain the approved standard. The Webmaster will delete pages not using the standard template.

Global Footer
A global footer is required on all pages and will include the division navigation. The global footer will be defined and maintained in a template provided by the Webmaster.

Division/Department Child Footer
This template will be the combination of the Child's page + the Global Footer with the addition of the lead developer/contact person, and modified date information.

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Page Layout

When surfing the UDOT website, the user should be able to tell:
- That the page is a UDOT page
- How to navigate UDOT's website from that page
- How to ask for help or supply feedback.

Page Title

Every page has the ability to be bookmarked. As such every page should have a title that starts with "UDOT – ". For example "UDOT – Home page" or "UDOT – POE".

Page Background

The background standard should be a plain white background. This makes the page easier to read and presents a clear uniformity throughout the website.

Page Colors and Fonts

- Text should be black
- Links must be blue
- Background must be white
- Use default font

Page Length

Generally, users do not want to scroll, so present information in manageable chunks to increase readability, decrease loading time and minimize scrolling.

- Make a document only as long as it needs to be
- Limit navigational pages (home pages and menus in particular) to one screen of information
- Use longer, scrolling pages only when it is safe to assume that users will want to read at length
- Provide separate links to complete documents for printing or saving
- Include the URL within the text of pages designed for printing or saving so users can find updates and correctly cite the page source

Date Format

The date format should be the name of the month (written out), day, century, year (Example: July 31, 2000).

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Hyperlink Format

Requirement for links to UDOT pages within the UDOT site:
- Use underline
- Use blue for link color (color="#0000FF")
- Use relative addressing. Do not use absolute addressing unless it is required to reach the page you are addressing.

> Example of relative addressing:
> *../xxx/yyyyyy.htm*
> Each occurrence of the '*../*' notation will move the address up one directory level from the named directory
>
> Example of absolute addressing:
> *http://www.dot.state.ut.us/xxx/yyyyyy.htm*
>
> x = directory, y = html page name

Large or Complex Documents

Large documents (greater than five pages) should be organized into sections or chapters linked together. If the content should be read in a specific order, include a table of contents and chapter division. If the document is greater than two pages, consider archiving or breaking up the information into chapters.

The document should also be available in .PDF format.

File Organization and Structure

Web sites must be logically organized into directories and subdirectories with specific directories for images and content. Do not dump all files into the same directory.

- Domain information must be logically organized
- The parent web directories, except "images" directories, must contain a main page named "default.htm"
- Parent web directories must have "images" directories when appropriate

File Naming

The use of these standards will ensure some consistency among the files on the public web site and guarantee compatibility with other utilities such as FTP.

Web server files must conform to the following naming conventions:

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- Main pages must be named "default.htm"
- HTML files must have the extension ".htm" not ".html"
- Use of default file extensions when appropriate (e.g., htm, pdf, zip)
- Must not contain spaces, commas, backslashes or periods
- Must be unique in the same directory

Department Identity

Official Department images are owned by the Department and must not be altered in any way without approval from the UDOT Webmaster .

META Tags

The HTML META tags are used to convey information about web documents and are extremely useful for searching and indexing web pages. META tags are one way developers can attempt to control how their web sites are indexed. Management of the UDOT web site by the Department Webmaster can also be improved through the use of META tags.

META tags that may be used with the NAME attributes:
- Keywords
- Description
- Title
- Author

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SECTION 5 – Design Guidelines

The following guidelines are strongly recommended and encouraged, but not required. Decisions to follow these guidelines are left to the individual web developer and/or publisher.

Planning

Web developers should plan for the design of their web pages and/or sites before beginning their work in HTML. The following steps are recommended prior to web page creation.

- Define the target audience
- Identify the reason for developing the web site
- Describe the scope of the web site
- Compose a succinct purpose statement
- Define specific goals to accomplish the purpose
- Develop the central theme
- Identify the domain information to be provided to users and describe the level of detail to be presented
- Develop web presentation or design (whole "look and feel")
- Integrate the design and other information to come up with a strategy for implementation

Spending time studying other web sites can be a valuable web development experience. "Storyboarding" a web site can help organize and structure the presentation. It may be as simple as using sheets of paper or index cards to represent pages in the site, listing the topics or content on each page and links to other pages.

Design

As an informational site, the UDOT public web site and the pages that make up the site should be designed to help the audience find the information they need as quickly as possible.

- Design for the broadest number of users and browsers
- Make the site aesthetically attractive and professional-looking
- Create a strong, consistent visual hierarchy where important elements are emphasized and content is organized logically and predictably
- Don't use your web site as a multimedia billboard
- Provide alternative methods and instructions (file type, size, version, estimated loading time, helper application, etc.) for accessing and obtaining information (e.g., PDF for files to be printed) when appropriate
- Provide feedback (error messages, etc.) so that Internet customers can immediately see the results of their actions

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Layout

The larger a web site, the need for consistency becomes more important. A well-planned layout can help an audience identify the site's organization and structure.

- Direct the reader's eyes from left to right and from top to bottom
- Make sure that the most crucial information can be viewed in the top four inches of each page
- Use concise, unique, meaningful titles in the TITLE tag on all pages to aid users in browsing, searching, and bookmarking
- Don't force readers to scroll sideways (left or right) to read your page
- If you want to encourage users to read a document online as opposed to printing it, keep dense passages of text in columns no wider than the user's comfortable eye span (3 inches or about 40 to 60 characters per line)

Content

Content is the most valuable asset of a web site. Useful, relevant content depends upon the target audience and following these basic guidelines.

- Develop unique and authoritative content and keep it current and accurate
- Use language that is familiar to users
- Use terms consistently throughout the site
- Make sure that all pages include a clear indication of what web site they are in
- Write well and concisely
- Make pages independent
- Organize information to make relationships explicit

Writing for the web is not the same as writing for print. Write tighter and meatier for the web than print.

- Avoid repetition
- Cut out excess verbiage
- Organize your text in a bit more open loose format than you would for print
- Be generous with paragraph breaks and headings; they make pages more eye-friendly and easier to scan
- Don't be afraid to use things like lists to make the information jump out at the reader instead of making them sift through long paragraphs
- If you are writing for an international audience, remember to avoid Americanisms (such as metaphors like "batting average," "drop back and punt," etc.). Puns and plays on words can cause problems.
- Carefully selected links to related resources can greatly enhance the value of your page

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- Make it clear where your links actually lead

If your visitors...	Then you should...
Want to find specific information quickly	Create many links to short pages
Need to understand an entire concept without interruption	Present the entire concept in one page with internal links to subtopics
Want to print all or most of the content to read offline	Use one long page or prepare a version that uses one page
Will be loading over slow modems but don't need all pages of information	Create a comprehensive contents page with links to many short pages

- You can align objects and text, create vertical and horizontal space, and control the placement of images. Most browsers now support tables, however, you may still have to create non-table versions of your pages for visitors using text-only browsers or visually impaired visitors.
- Keep line lengths short. It is important to keep line lengths to no more than about 40-60 characters.
- Remember that visitors can use any font style and size they desire (see Section 4, Sub-section 'Page Colors and Fonts').
- Use enough white space. At least 30 percent of the page should be white space. Of the remaining 70%, only use 30 percent for text. If you have graphics, they can fill the rest of the space. If you do not fill the rest of the space with graphics, then increase the amount of white space you are using. Pages with white space are easier to read and scan. In addition, open space on a page makes the page comfortable and inviting.
- Use enough horizontal spacing. Be sure to use enough horizontal space to allow your visitors to easily see logical groups of information, such as a chunk of text, its heading, and its related image.
- Keep images and related text close to each other. One of the principles of design is proximity—visitors will assume a connection between objects, including text blocks that are closer to each other than to other elements on the page. Place images close to their text and remember the reverse—if an image is close to text it will be assumed to relate to that text.
- Use horizontal rules sparingly (i.e., double line spacing, triple spacing between paragraphs, etc). Horizontal rules break up the flow of the page. Only use them when this is what you want to do, for instance, to separate standard header and footer information from page content, or to mark the beginning and end of a form.
- Group long lists. Divide a long list of links into logical groups. Remember the "seven plus or minus two" rule—humans can only remember between five and nine items at a time—try not to exceed seven items in each group.
- Limit the use of bullets. Bullets in online documents create unnecessary visual noise. Unlike paper documents, consider not using bullets, such as circles or diamonds, etc. Use white space instead.

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- Minimize vertical scrolling. Although this will depend on your audience and what they want from your page, research shows that people tend to lose interest if they have to scroll beyond three pages. If they are interested, they will seldom read this much online and will print it to read later.
- Do not use horizontal scrolling. If Web visitors don't like vertical scrolling, you can be sure they will hate horizontal scrolling.
- Make each title unique and meaningful. Be sure the titles that you choose accurately reflect the site name and the page content. Meaningful titles help prevent feelings of being lost or buried in your site.
- Use a name that labels the entire site and the specific page. In HTML a title code designates the text that displays in the title bar of the browser. Most search engines list the page title when they return the results of a query. It helps if visitors see the site name in this list rather than having to go to your page to read the headings. In addition, because visitors may come to your pages from anywhere, they need to know what site this particular page belongs to.
- Use headings to help visitors scan for information. Visitors want to quickly scan a page for the specific information they need. Help them by writing in small chunks and putting a label, or heading, before each chunk of text. Be sure these headings accurately reflect the content of the following text.
- In long documents, include document and chapter names on each page. To help visitors maintain their sense of location, indicate, in smaller text underneath the page title, what larger document the page is a part of.
- Use bold text for emphasis only. Bold text is a cue that something is more important than the surrounding text. If you bold all your text you lose this valuable cue.
- Use italics with care. Use it for book titles. Avoid italics for blocks of text because it is very difficult to read online.
- Do not use underlining. Most browsers are set to automatically underline links. This is an important text attribute as it provides a cue to visitors who may be colorblind. If you use underlining with text that is not a link it may confuse a colorblind visitor. In addition, it is harder to read underlined text online.
- Write for visitor control. Understand that the Web visitor wants to control the reading experience. You must make it easy for them to read only what they want by making your writing concise and your main ideas easy to find. Give them links to pages with more detail. Do not force the detail on them.
- Say it once, quickly. People don't like to read online. Make sure your sentences are direct and short. Eliminate all redundancy and paragraph transitions.
- Eliminate all unnecessary words and phrases. Use lists. Write for quick comprehension.
- Design for scanning. Online visitors scan for the information they need.
- Visitors use headings, graphics, or bolded text to find what they need.
- Write in short chunks. Write in short chunks of no more than four or five sentences. Visually these chunks (paragraphs) should give the feeling of being short and to the point. Include only one topic in each chunk and make sure that no extraneous sentences sneak in.

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- Create clear concise labels for text chunks. Make sure that each heading or label for each chunk is short and clear. It must accurately represent the content of that chunk.
- Use an active writing style. Write directly to your visitors by using the second person. Use the present tense—it is shorter and more direct. Avoid the passive voice. The active voice creates shorter sentences, is easier to comprehend quickly, and names responsibility.
- Don't use the "blink" feature.

Navigation

Good navigation is critical in a large web site such as UDOT's. It is especially important that users be able to easily distinguish between content and navigation elements.

- Provide a clear, consistent navigation structure with a predictable, explicit set of navigation aids
- Make the logic and order of the site visually explicit
- Design navigation aids to show hierarchy and importance
- Build in multiple ways to access the same content from different perspectives
- Never force a user into a dead end page with no navigational options
- Use "redundant" text links when using graphical navigation
- Do not hyperlink the words "click here" but rather write as if there were no links in the text; then hyperlink the word(s) that best describes the target of the link (when possible, match the hyper linked text with the title of the resulting page)
- Repeat navigation aids for longer pages
- Provide a search service, when possible
- Distinguish labels from "hot" areas so users don't waste time clicking on labels (e.g., use caution when using underlining as text formatting since users associate underlined text with links)

Testing

Documents published on the public web site are available to everyone in the world with Internet access. Make sure your pages are ready for public consumption.
- Test every link
- Check for grammatical and spelling errors
- Test your site using a variety of platforms, web browsers, and user-specified preferences (colors, fonts, font size, window size, etc.)
- Validate your HTML syntax and construction
- Test your site with image loading off
- Test your site using a text-based browser such as Lynx
- Test your site using black and white settings.
  - Is it possible to distinguish between visited and unvisited links?
  - Is important information normally conveyed by color absent from this view?

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SECTION 6 - Continuous Improvement

Content owners should take advantage of the interactive nature of the web and the technical advancements that are being made. Gratuitous use of new technology can be distracting to users. However, improvements to services based on feedback, new ideas for organization, new HTML features or newly available functionality should keep services fresh, provide customers with additional functionality and reflect on the Department's commitment and expertise.

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SECTION 7 - DO'S and DON'TS

DO's

1. Use Webmaster page templates
2. Review pages monthly
3. Maintain working links
4. Use HTML and Adobe PDF for any new or modified information
5. Develop pages to load in 1-10 seconds
6. Put an email contact link on every page
7. Use white background
8. Use browser default font
9. Begin each title page with 'UDOT –'
10. Underline all links and color blue
11. Be sensitive to ADA requirements
12. Use tables only when mandatory
13. Suggest modifications or improvements to UDOT Web Standards Committee
14. Remain within the UDOT website with child page links
15. Date format must be name of month, day, century, year (July 31, 2000)
16. Use relative addressing for hyperlinks within UDOT website
17. Follow UDOT Standards

DON'Ts

1. Use graphics
2. Use frames
3. Use formats inconsistent with UDOT standards
4. Use animation
5. Use Plug-in's
6. Use the mouse-over
7. Use hit counters
8. Put personal information on UDOT Website
9. Create pages over 30K
10. Leave old or inaccurate information on the website
11. Use absolute addressing for hyperlinks within UDOT website
12. Ignore UDOT standards

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APPENDIX A

Contact the UDOT Webmaster for the location of the library containing the current standard UDOT navigation templates.

Global Header

Global Footer

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